

BREAKING BARRIERS

Embedding a culture
of marketing-driven
commercial growth
in B2B



WHY MARKETING NEEDS TO OWN **MORE OF YOUR** **GTM STRATEGY**



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ECONOMIC HEADWINDS

SINCE 2022

- Operating costs
- Margins
- Business valuation multiples



WHO OWNS THE 4Ps?

OPINION:
**WHO SHOULD
OWN THE 4Ps?**

4Ps RESPONSIBILITY

THE CASE FOR GTM OWNERSHIP

- **Deeper market understanding**
- **Product/market fit**
- **Sustainable growth requires:**
 - **A distinctive brand**
 - **Compelling value propositions**
 - **Distinctive products**
 - **Compelling campaigns**



SUMMARY

THE CASE FOR GTM OWNERSHIP

- **Responsibility for the 4Ps has drifted away from marketing function**
- **Today's need for efficient GTM strategies requires efficiency across the 4Ps**
- **There's a correlation between GTM efficiency and business valuations**
- **Marketing is best positioned to provide success**

RESPONSIBILITY FOR THE 4Ps
(PRODUCT, PRICE, PROMOTION, PLACE)
HASN'T CHANGED HANDS

TODAY, GTM FUNCTIONS
NO LONGER HAVE
ACCOUNTABILITY **FOR**
MOST OF THE 4Ps.

THANK YOU

TRANSMISSION.

